

Eighty percent of respondents surveyed did not want old growth trees used in their homes.



Take Advantage of a Growing Market

A staggering 80 percent of new homes do not meet consumers' expectations for environmental stewardship, according to a 2001 survey of U.S. consumers and builders by Cahners Residential Group.

This survey found that consumers were not only aware of the benefits of green building but also willing to pay more for green homes. See side bar for some surprising details.

Energy efficiency, indoor air quality, and resource conservation were the most important green features consumers mentioned.

Discover the Cost-Savings of Green Homes

Many green building strategies involve little or no up-front added cost. By integrating design strategies and adopting an interdisciplinary approach, green homes can be cost-competitive and save money over time. Green homes can:

- lower monthly energy and water bills
- be more durable, lowering maintenance and replacement costs
- increase a homebuyer's purchasing power with FannieMae, which offers several green mortgage products
- earn greater increases in value over time and sell more quickly than conventional homes in nearby neighborhoods

Surprising Statistics

- 96 percent of consumers would pay extra for green building features. Of these more than 68 percent would pay an additional \$2,500-\$5,000; 20 percent would pay as much as \$10,000 extra.
- More than 60 percent of consumers said that more efficient use of wood was important to them. They wanted engineered wood products and sustainably harvested lumber used in their homes.
- 80 percent did not want old growth trees used in their homes.

Source: Cahners Residential Group Survey, 2001

Built Green™
It's Smart
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City of Seattle
Department of Design, Construction and Land Use
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www.seattle.gov/dclu/sustainability



Call for Entries!

Built Green™ Seattle: A design competition for healthy homes and a healthy environment

Built Green™ Seattle Design Competition

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Call for Entries



A design competition for healthy homes and a healthy environment

Seattle area residential architects, builders, developers, remodelers, project teams, and homeowners are invited to participate in **Built Green™ Seattle**, a design competition intended to encourage the development of residential green building projects.

Selected projects will receive financial and technical assistance, facilitated permit processing, public recognition, and marketing support for their team and project. The competition aims to:

- Communicate the benefits of green homes to builders, consumers, and real estate professionals.
- Demonstrate that green homes can be cost-competitive.
- Create a market advantage for green architects, builders, and developers.



Eighty percent of new homes do not meet consumers' expectations for environmental stewardship. You can help meet this demand by entering the Built Green™ Seattle design competition.

www.seattle.gov/dclu/sustainability

Built Green™ Seattle Design Competition

Schedule of Events

- Program Announced - Sept. 1, 2003
- Full-Day Built Green Workshop - Oct. 23, 2003
- Application Deadline - Feb. 1, 2004
- Built Green Certification Deadline - Nov 1, 2004
- Announcement & Presentation of Awards - Dec. 1, 2004
- Tour of Green Homes - 2005

A growing demand for cottage housing reflects our community's need for smaller, more affordable housing options.

How to Apply

Built Green™ consists of four programs, each addressing a specific project type—Homebuilder, Remodeler, Multifamily, and Communities. Project entries for the Built Green™ Seattle design competition must be submitted under one of these programs, earn a minimum of 40 percent of the total points obtainable in that program, and meet regulatory requirements. New homes must earn an ENERGY STAR® label.

Each program includes a variety of criteria and measures that builders or homeowners can implement on residential projects. Here are a few examples out of the hundreds of options available:

- Planting native or drought-tolerant vegetation to reduce water needs while also conserving local biodiversity and creating habitat for wildlife.
- Participating in ENERGY STAR® Homes, a program that provides third-party review and inspection for energy efficient design and performance. A 4,000 square foot ENERGY STAR® labeled home will provide the homeowner an estimated \$8,400 in energy cost savings over 10 years.
- Using healthier building materials like low-VOC paints and coatings.



A full-day education workshop will be offered for interested parties. To learn more about eligibility, project and application requirements, program deadlines, selection process, and resources, visit DCLU's Sustainable Building website at www.seattle.gov/dclu/sustainability or contact:

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Awards

Projects will be judged through a competitive selection process by a jury of seven leading practitioners in the green building field, including design professionals, builders, and developers. The jury will select up to 10 projects from among the submittals.

Selected projects will receive public recognition in local media, support with their marketing message and materials, a facilitated interdepartmental permit process, and a financial award as follows:

Program	Units	Award
REMODELER	N/A	\$ 1,000.00
HOMEBUILDER	1 – 4	\$ 2,500.00
MULTIFAMILY	5 – 8	\$ 5,000.00
MULTIFAMILY	9 – 20	\$ 7,500.00
MULTIFAMILY	> 20	\$10,000.00
COMMUNITIES		\$10,000.00

Deadlines

The design competition is open to projects that complete construction and receive Built Green™ certification by November 1, 2004.

Applicants must submit the required application materials by the application deadline of February 1, 2004.

Projects must also submit Built Green™ certification documents by the deadline date of November 1, 2004.

Planting native or drought-tolerant vegetation, like these at Bellevue Botanical Gardens, reduces water needs while also conserving local biodiversity and creating habitat for wildlife.



Dual-flush toilets, required by building code in Australia for all new construction, reduce household water usage by 22 percent.

Partners

Built Green™ Seattle is hosted by the City of Seattle and its partners to promote healthy, cost-effective and environmentally friendly homes. The program was developed by the Seattle Department of Design, Construction and Land Use in partnership with Seattle Public Utilities, Seattle City Light, King County Department of Natural Resources and Parks, Master Builders Association of King and Snohomish County, U.S. Environmental Protection Agency, U.S. Department of Energy, American Lung Association, Fannie Mae, Washington State University Energy Program, Northwest EcoBuilding Guild, American Institute of Architects Seattle Chapter, Puget Sound Energy, and Business and Industry Resource Venture.

Kitchen remodeled following the Built Green™ "Remodeler" program features low toxic finishes, recycled content products, water and energy efficient appliances, and more.



About Built Green™

Built Green™ is a residential green building program developed by the Master Builders Association of King and Snohomish Counties. In 2003 Built Green™ received the National Green Building Program of the Year Award for New Programs by the National Association of Homebuilders.



Built Green™ is a self-certification program that requires builders to follow a specific set of criteria to attain Built Green™ status. It is designed

as a checklist that guides builders and homeowners towards improving the economic, environmental, and health performance of their homes. The checklist is organized into broad categories, including Site and Water, Energy Efficiency, Health and Indoor Air Quality, Materials Efficiency, and Environmentally Friendly Operations and Maintenance.

Built Green™ has made great progress in providing the Puget Sound region with quality homes which are more cost-effective to own and operate than standard homes and also healthier, safer, and more environmentally friendly. While contractors in Seattle already build to some of the toughest energy, air quality, stormwater management, and water efficiency standards in the nation, Built Green™ goes beyond these standards to give homeowners added value and peace of mind.

Yet with all of this regional success, only a handful of Built Green™ homes have been constructed in Seattle. You can help meet the demand for green homes by entering your project in the Built Green™ Seattle design competition today.

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